THE METAVERSE FA$HION ASSET NETWORK

Litepaper v1.0

# Introduction

BNV's fashion community will soon evolve into a fashion-first metaverse economy with the introduction of the fa$h utility token and The Family of Gs community NFT collection.

Wearable play-to-earn mechanisms will come to fruition in the BNV fashion-first metaverse. Fashion lovers, gamers and metaverse inhabitants will be empowered to earn fa$h while immersing themselves in the unparalleled entertainment experiences that the BNV fashion-first metaverse can bring.

Ultimately BNV is looking to build a use case driven layer-1 blockchain network, The Metaverse Fa$hion Asset Network, aka MFAN, with the goal to redefine and improve the current non-fungible token standard especially for digital fashion assets in The Open Metaverse. MFAN will power BNV's fashion-first metaverse economy as well as a wide variety of communities and economies in The Open Metaverse.
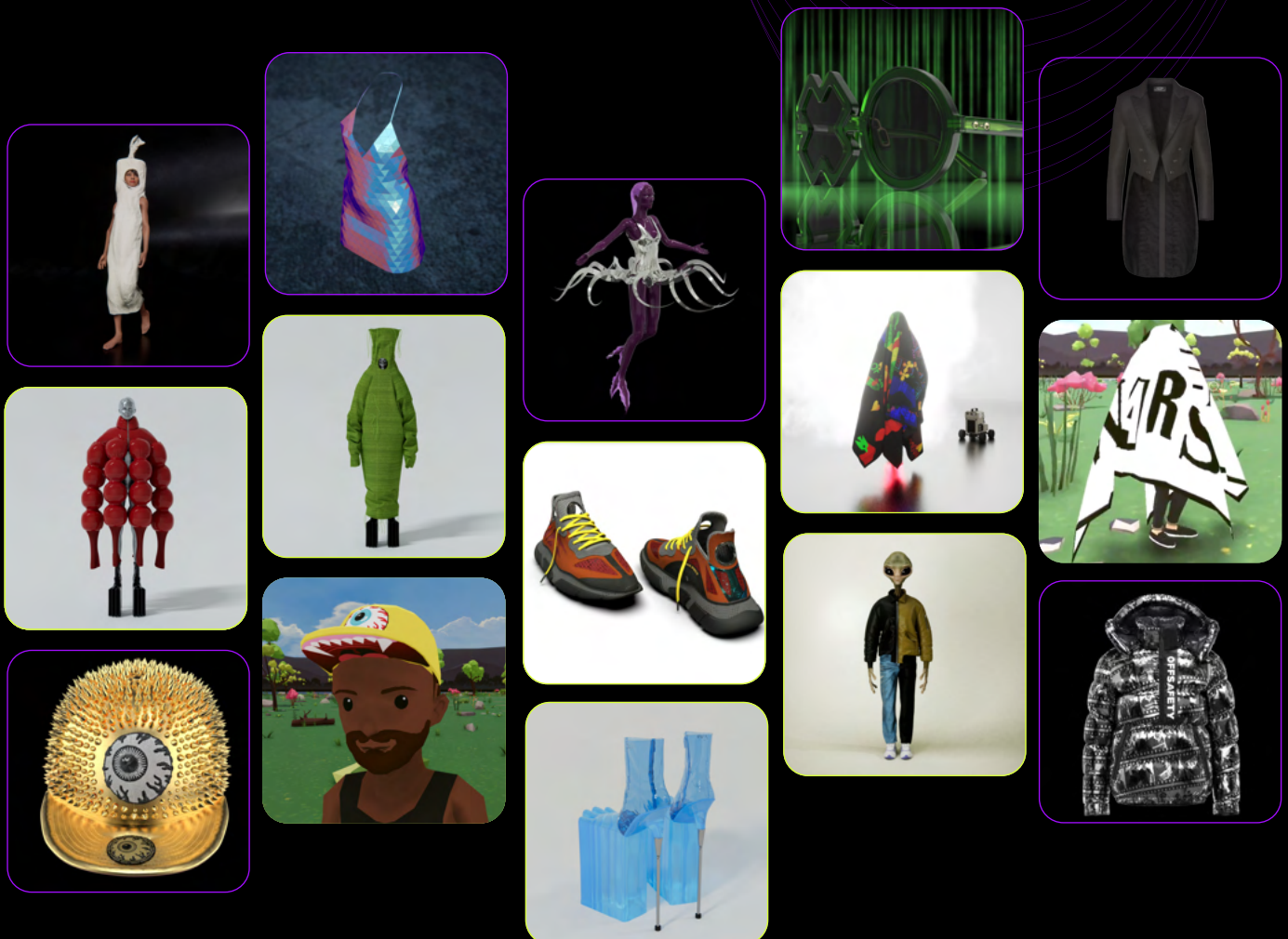
We firmly believe interoperable digital properties will enforce true digital ownerships in The Open Metaverse and in turn bring digital earner-ships for both creators and their communities. MFAN will be a force in the movement towards web3.0 and The Open Metaverse.

BNV Community

BNV Metaverse Economy

Fa$h as Utility Token

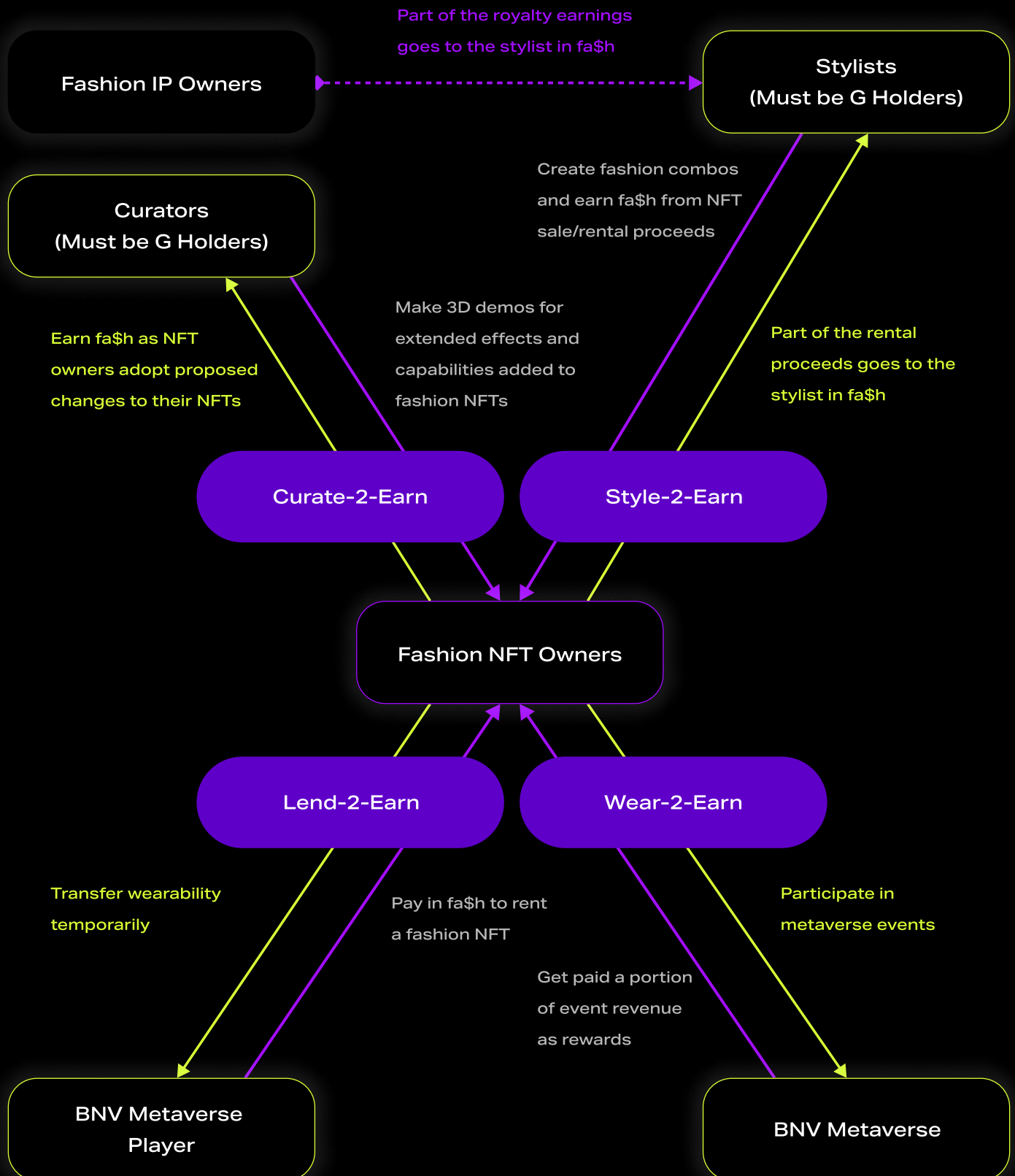**MFAN Ecosystem**

Fa$h as Network Token
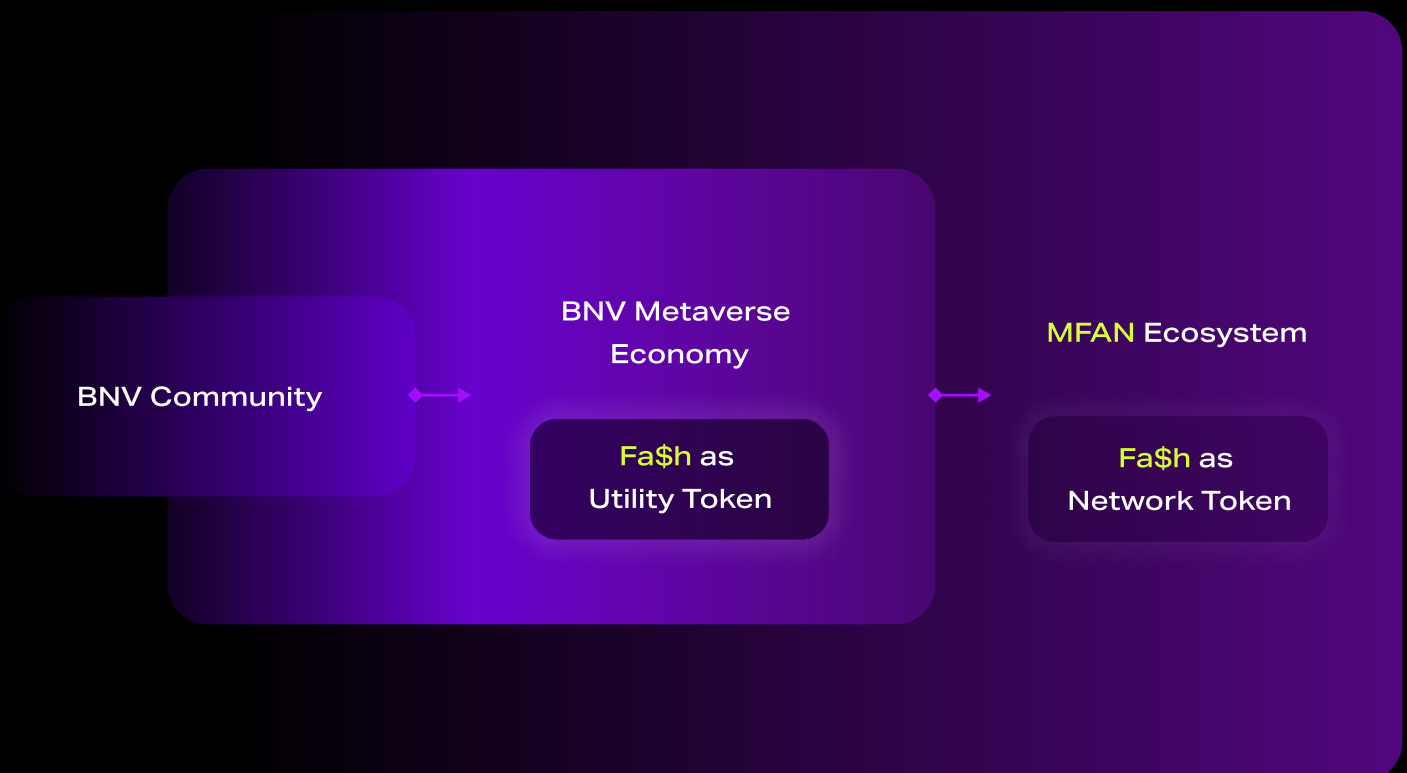
BNV Fashion NFTs and Metaverse Wearability

BNV started its journey with helping brands and designers from the fashion industry tokenise their 3D products with NFTs so that consumers can purchase, collect and trade these rare fashion NFTs backed by authentic brands and designers. We carefully curate 3D fashion products from brands and designers who are committed to launch their brands into web3.0 and the metaverse.

We have also been hard at work executing metaverse wearability for all our fashion NFT collections wherever we can. We understand the long term goal of creating fashion NFTs is to enable metaverse wearability for our fashion NFT holders beyond mere collectibility.
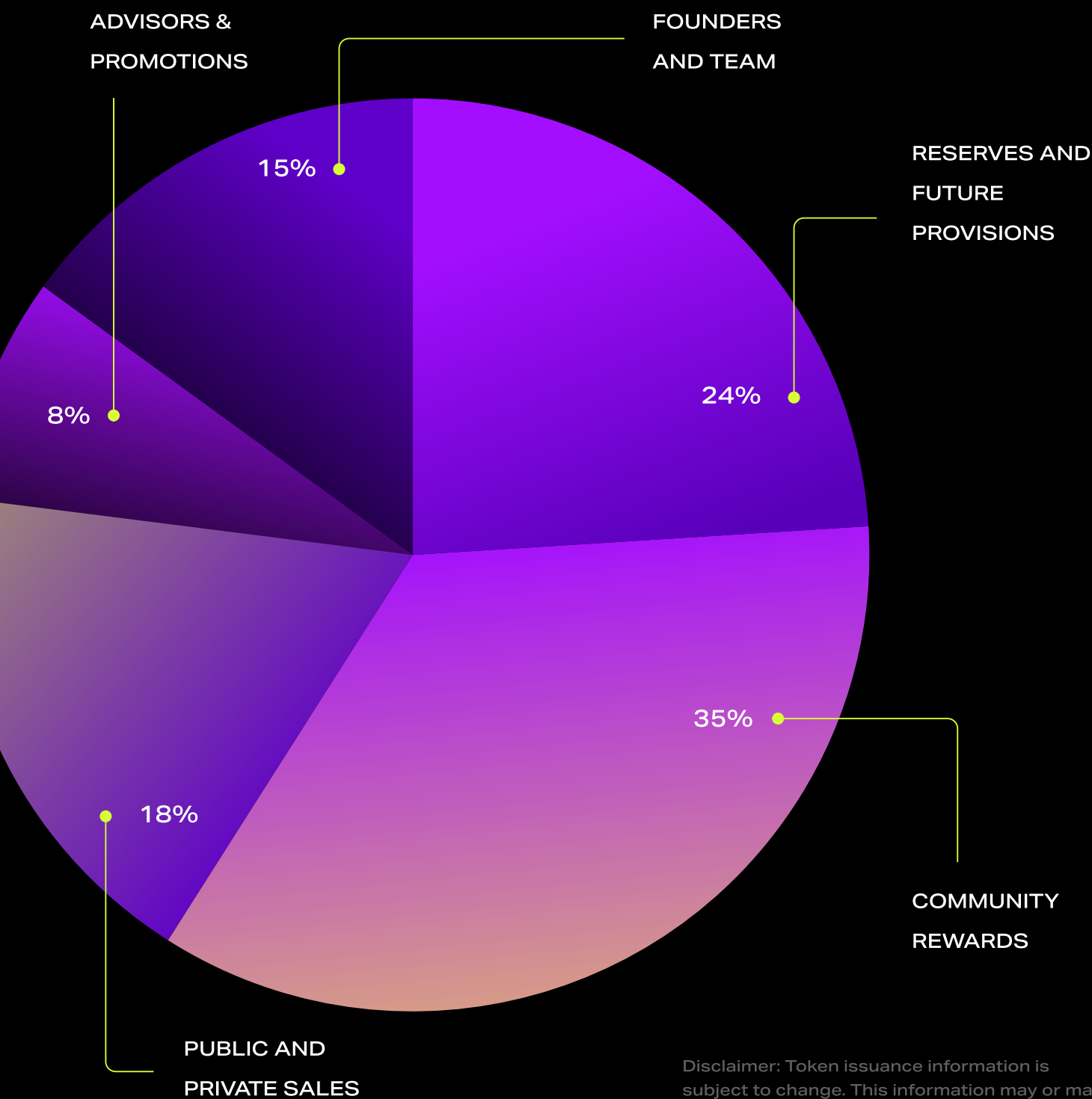
Wearable P2E Tokenomics in BNV's Metaverse Economy

Fashion IP Owners

Part of the royalty earnings goes to the stylist in fa$h

Stylists (Must be G Holders)

Curators (Must be G Holders)

Create fashion combos and earn fa$h from NFT sale/rental proceeds

Earn fa$h as NFT owners adopt proposed changes to their NFTs

Make 3D demos for extended effects and capabilities added to fashion NFTs

Part of the rental proceeds goes to the stylist in fa$h

Curate-2-Earn

Style-2-Earn

Fashion NFT Owners

Lend-2-Earn

Wear-2-Earn

Transfer wearability temporarily

Pay in fa$h to rent a fashion NFT

Participate in metaverse events

Get paid a portion of event revenue as rewards

BNV Metaverse Player

BNV Metaverse

Fa$h Issuance Info

ADVISORS &
PROMOTIONS

FOUNDERS
AND TEAM

RESERVES AND
FUTURE
PROVISIONS

15%

8%

24%

35%

18%

COMMUNITY
REWARDS

PUBLIC AND
PRIVATE SALES

MFAN Value Proposition

At its core, MFAN will be a network powered by Blockchain technology intertwined with distributed file storage. We aim to bring part of the 1.5tn+ USD fashion industry into The Open Metaverse unleashing unprecedented values for all.

MFAN

FASHION ASSET STORAGE

OWNERSHIP LEDGER

Metaverse Interoperability

Brands & Designers Upload Assets

Fashion IP Tokenisation & Licensing

Social Fashion Graph

Access Protocols

Branded Fashion NFT Minting

Universal Royalty Standard

PHYSICAL & ECOMM RETAIL OPERATORS

NFT BUYERS

GAMING PLATFORMS

METAVERSE PLATFORMS

APPAREL MANUFACTURERS

MEDIA ORGANIZATIONS

AR VR XR APPLICATIONS

WEB3.0 DAPPS

BRAND OWNERS AS LICENSEE

MFAN USPs

Metaverse Storage

A novel approach to setting an NFT standard more suited for branded fashion assets living in the metaverse
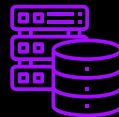
+364%
+175%

Universal and perpetual royalty standard

Solving the "Yeezy Problem" for fashion brands and designers taking the leap into The Open Metaverse

Standardised Fashion IP licensing options

Provide more transparency for IP trading and NFT buyers by standardising IP licensing options for fashion NFT creation
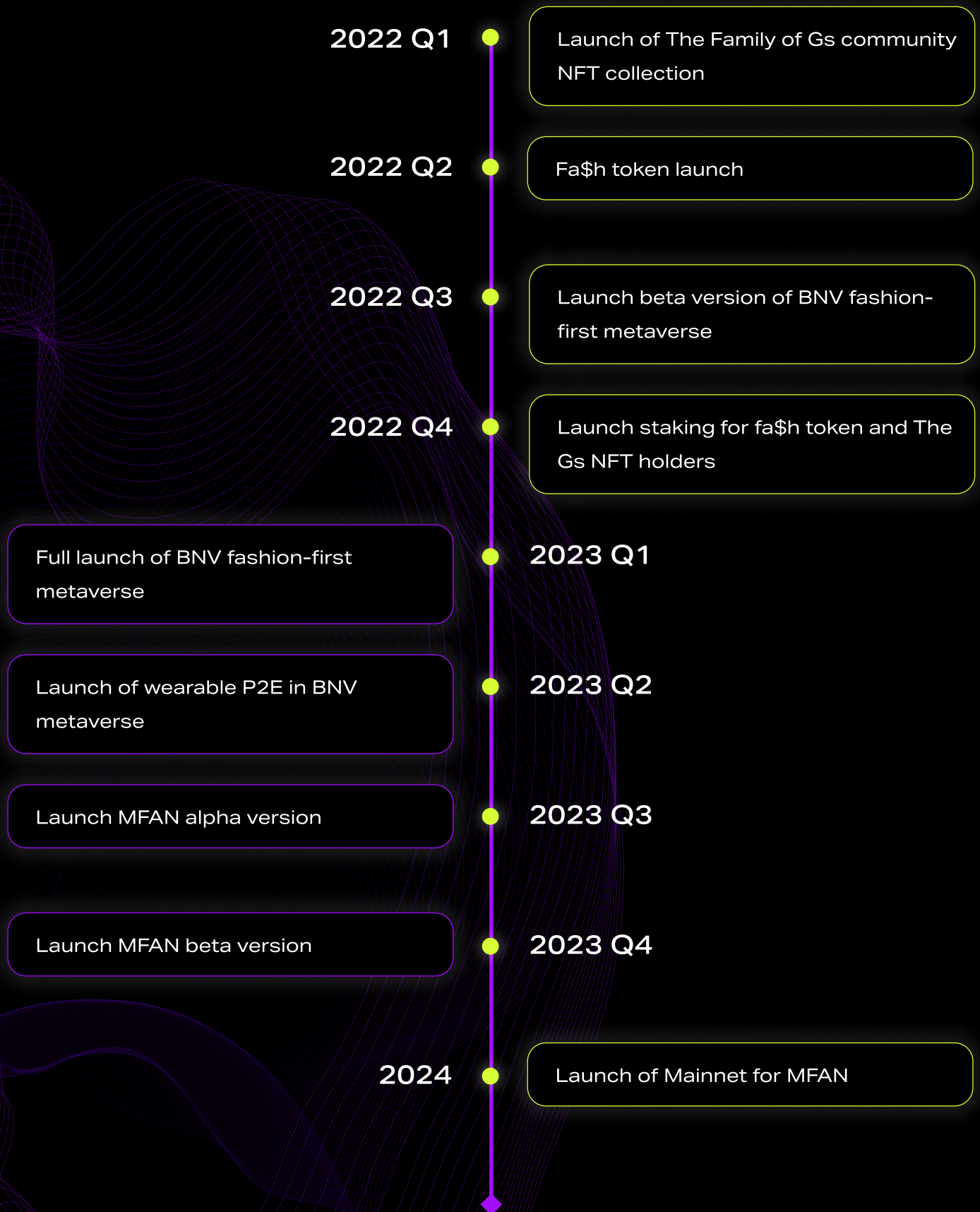
A Firebase-like service for The Open Metaverse

Empowering developers to build multi-chain metaverse applications and dapps
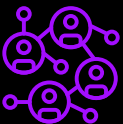
Creation of the "Fashion Social Graph"

Enabling cross-metaverse wearable play-to-earn protocol to exist across The Open Metaverse and earner-ship for all NFT owners

Roadmap

2022 Q1 — Launch of The Family of Gs community NFT collection

2022 Q2 — Fa$h token launch

2022 Q3 — Launch beta version of BNV fashion-first metaverse

2022 Q4 — Launch staking for fa$h token and The Gs NFT holders

Full launch of BNV fashion-first metaverse — **2023 Q1**

Launch of wearable P2E in BNV metaverse — **2023 Q2**

Launch MFAN alpha version — **2023 Q3**

Launch MFAN beta version — **2023 Q4**

2024 — Launch of Mainnet for MFAN

Team and Advisors

Core Team

Richard Hobbs - CEO

Richard is the founder of BNV with 30+ years of experience in the global fashion industry working across all aspects of brand ownership and development, design and product development, sourcing and production, distribution, retail and licensing with a particular interest in applying new tech to the apparel business. Founded BNV in 2016 and pivoted to focus on NFTs and their utility in 2019.

Daniel Lin - CPO

Daniel is a co-founder at Sensible Lab - a boutique digital agency based in Hong Kong. He started investing in cryptocurrency back in 2017, owing to his previous experience in online sports betting, he started a project to build a fully decentralised live sports betting exchange on Ethereum in early 2018. He subsequently joined another blockchain project aiming to tokenise and securitise sports superstardom which is what is now known as social tokens in late 2018.

Andy To - CTO

Andy is also a co-founder at Sensible Lab - a boutique digital agency based in Hong Kong. He is a full-stack developer with over 10 years of experience. He led the technical design and development of systems and applications for numerous startups and companies from a wide range of sectors. He started building dapps back in 2018 for a fully decentralised live sports betting exchange on Ethereum.

David Giordano - Global Business Development Lead

David is a fashion industry entrepreneur who has started and exited a number of businesses. In recent years he has devoted his attention to digital marketing and web3.0.

Core Team

Aron Versteeg - Metaverse Tailor

Aron is a realtime 3D artist from the Netherlands with a background in Architecture. Through continuous self education Aron aims to stay in the frontline of realtime related fashion innovations. At BNV Aron applies this vision to concepts that make Virtual Fashion stand out in the MetaVerse.

Jing Zhang - Brand Engagement

Jing is an editor, journalist and brand consultant with 16+ years in media and a background in Anthropology and Psychology. Having been Fashion Editor at the South China Morning Post, Prestige HK Editorial Director and WestEast Magazine Managing Editor, she is a leading authority on luxury, fashion, culture, creative and consumer ecosystems. Jing is passionate about exploring how blockchain and the metaverse will transform creative industries and social spaces.

Nathan Minsberg - Metaverse Lead

Nathan is a trilingual content producer & creative strategist with over a decade's experience in Asia, Europe and the Middle-East, with an affinity for mediated semiotics & audio-visual experiences elevating human-agency. He has worked on high-profile projects in Film & TV Production, Advertising, PR and Journalism. In 2017 he directed and released his first documentary-film, premiering in festivals and archived at a Museum.

Karina Lam - Product Design Lead

Karina is a Product Designer with a Bachelor's degree in Law. She has experience across the end-to-end design process and has designed for projects in various industries. At BNV, she focuses on UX Design and helps build bridges between humans and Web3 technology.

Core Team

Mikhayel Tesfaye - Creative Consultant

Mik has been at the centre of what is now called street fashion and has been instrumental in breaking new ground in apparel, footwear and retail over the last 20 years. He is based in the epicentre of street fashion on Fairfax Avenue in Los Angeles.

Simone Berry - Creative Consultant

Simone is an experienced Designer and Entrepreneur who has been in the fashion scene for years working with some of the worlds biggest brands and personalities. She is Based in New York.

Advisory panel will be announced soon.

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